ABSTRACT

Methods, data structures, and systems authenticate recipients of media streams. A media stream includes a self-installing and self-executing media player and media content. The media player communicates with an authentication service after it self-installs and self-executes. The media player provides authenticating information about a media stream recipient. The authentication service uses the information for authenticating the recipient for access to the media content. The authentication service provides an authentication token for an authorized recipient. Once a valid authentication token is received by the media player, the media player plays the media content for the authorized recipient.